

## Milk Pregnancy Test Proves Popular with Producers

Either as a recheck or a dry off check, many producers find the milk test an excellent fit to complement early preg checks.

In one word, 'convenience' sums up what most producers like about the new milk pregnancy test from DHI. On most farms, where time is short and the list of things to do never seems to get any shorter, being able to get things done without extra work or hassle is really important.

The test has proven to be very popular since its introduction in January 2013. "Hundreds of producers have used the service and sample volumes have been strong", states Richard Cantin, Manager of Customer Service for DHI. He adds, "Customers tell us that the convenience is a key selling point of this new test."

**"It's cost effective and we really like the convenience."**

Ben Vanderkooi, Abbyview Farms

Ben Vanderkooi of Abbyview Farms, milks 400 cows in Saskatchewan and agrees. They have used the milk test as a recheck as soon as it became available. He comments, "We started using the milk test as our routine recheck at 60 days bred. It's cost-effective and we really like the convenience. Now we have less cows to sort and handle every week when we do our early checks."

Other producers have experienced similar benefits. Ralph Coneybeare of Conlee Farms in Ontario, milks 110 cows in a robotic system. They too have used the milk test regularly, but as a dry off check. "I use the milk test

as one last check before drying off. We're in a robotic milking system and we don't want to lock up any more cows, or for any longer than we have to. Now the milk test makes it easy and I view it as an insurance that the cows I'm assuming are pregnant, still are. If you consider dry treatment and dry feed costs, the dollar value spent on checking one last time for the few cows we will find OPEN, is well worth it," says Ralph.

**"If you consider dry treatment and dry feed costs, the dollar value spent on checking one last time for the few cows we will find OPEN, is well worth it."**

Ralph Coneybeare, 110 Cows, Robotic

To date, DHI has milk pregnancy tested over 20,000 samples from various stage of gestation. As you would expect, the majority of cows are confirmed pregnant, but OPEN results have been found across all stages of gestation, - of course at a higher rate earlier - but certainly right through to just before dry off.

Cantin concludes, "we're very pleased by the positive feedback we're getting from our customers. Like anything new, it often takes a bit of time to figure out the best use and fit. As a recheck and a

dry off check, the milk test is proving to be a great tool."

For more information, talk to your local DHI Customer Service Rep or contact DHI at 1-800-549-4373.

### Easy Enroll Options for Automatic Rerechecks

Producers have many options when it comes to which cows to milk preg test. They can select specific cows on test day, or have cows selected automatically based on days bred.

For example, if a producer would like all cows automatically rechecked at so many days bred (60, 70, 80, etc.), they simply have to indicate the recheck days bred to their DHI staff and the computer will then automatically flag those cows that qualify on each test day, to be milk preg tested. Likewise, as a dry off check, DHI staff can calculate based on each herd's testing frequency, the days since last bred to use to ensure that all pregnant cows get a final recheck on their last DHI test before they are due to be dried off.

Of course, complete breeding and pregnancy confirmation information must be provided to your DHI staff in order for the automatic enroll options to function properly. The enrollment only needs to be done once, and then cows will be selected automatically on each test day. The list of cows auto generated can then be reviewed quickly by the customer to ensure accuracy and to add or remove cows as needed. **It's that easy!**

## Milk Pregnancy Test Receives Innovation Award

The milk pregnancy test was recognized at the Innovation Awards

during the recent World Dairy Expo. It was voted as one of the 10 most innovative products of 2013 in the judged contest. In addition, the milk pregnancy test was the winner of the People's Choice Award. Below is an excerpt of the press release.



MADISON, Wisconsin – Ten exciting products received recognition this week in the Dairy Herd Management Innovative Awards competition.

The 10 winners were chosen from among 47 entries. An independent panel of dairy farmers, agribusiness representatives and university experts evaluated the products for originality, usefulness and value to dairy producers.

In separate voting, readers were asked to pick their favorite in a People's Choice competition.

"Innovation drives productivity in agriculture and every other business," says Tom Quaife, editor and associate publisher of Dairy Herd Management. "Innovation in agriculture is more important than ever with the growing world population. In fact, food production will need to increase by 70 percent by the year 2050 in order to keep up."

This is the third year that Dairy Herd Management has sponsored the Innovation Awards.

The People's Choice winner is the IDEXX Milk Pregnancy Test. This inaugural award garnered well over 3,000 votes.

Winners were announced Tuesday, October 1, 2013 at the Dairy Herd Management reception at the World Dairy Expo in Madison, Wisconsin.

## SEASON'S GREETINGS!

CanWest DHI wishes you and your family a happy holiday season, and a prosperous and happy new year.